

Direct Marketing Programs for Major Convenience Store Chains for First Quarter, 1996, Utilizing 1995 Accrued Co-Marketing Monies

Attached are the timelines for the roll fold (February 1996) and postcard (March 1996) Direct Marketing Programs for major convenience store chains that can be implemented in the first quarter of 1996 utilizing their 1995 accrued co-marketing monies. Also attached is an information sheet that has to be completed and forwarded to Winston-Salem prior to presenting or making a commitment to a chain.

Relevant Information:

- Once the program is sold, set aside applicable 1995 accrued co-marketing monies for this program.
- Timing is very critical, please ensure all deadline dates are adhered to.
- If you have any questions, please contact Jacquie McLaurin, extension # 4382, or K Wadia, extension #7004.

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1996 TRADE DIRECT MARKETING PROGRAM

INFORMATION SHEET

Date: _____

• Chain name:		Average store volume:
Chain address (include mailing, shipping, city, state, zip):		RJR volume:
		RJR SOM:
Chain contact /title:		Chain ID#:
Phone #:	Fax #:	
Total # chain stores (program participants & non participants):		
# Chain owned stores (corporate):	# Dealer stores (even if not participants):	
Are cigarettes priced competitively in this chain?		
• RJR manager/title:		Voice mail #:
Office address (include mailing, shipping, city, state, zip):		
Division #:	Phone #:	
Division name:	Fax #:	
• Is chain Co-Marketing participant?		Co-Marketing Match?
Total Co-Mktg. Base dollars earned per quarter? \$		
Total Co-Mktg. RJR & retailer match dollars earned per quarter? \$		
How much money is budgeted for this program? \$		
Which budget are you using (Co-Marketing, Heavy-Up, etc.)?		
• List # of stores, per state, participating in program; include total at end (ex.: 80-SC; 95-VA; : 100-GA = 275 total stores):		
Which of these states are fair trade states?		
Which of these states are non-fair trade states?		
• Program description (ex.: six 40 cents off-pack coupons):		
Brands (list Select & Winston separately, if applicable):		
Effective beginning date:	Expiration date:	
Mail out date:	Rollfold or postcard?	
• **Chain's ad agency:		**Agency contact person:
**Agency address (include mailing, shipping, city, state, zip):		**Phone #:
		**Fax #:
• IMPORTANT!		
- Send this form to K Wadia or Jacquie McLaurin: RJR; P. O. Box 2959; 401 N. Main Street; Winston-Salem, NC 27102-2959; Fax: (910) 741-2526 (K); Fax: (910) 741-7989 (Jacquie).		
- Attach zip codes by division diskette & hard copy (Attachment D).		
- Attach chain logo disc (Attachment A, page 2).		
• COMMENTS:		

**Can be provided at a later date.

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C-STORE TRADE DIRECT MARKETING PROGRAM
ROLL FOLD #1 MAIL OUT: FEBRUARY 19, 1996

	OCTOBER 1995					NOVEMBER 1995				DECEMBER 1995				JANUARY 1996					FEBRUARY 1996				MARCH 1996			
ALL DEADLINES IMPORTANT, ESPECIALLY TOP PANEL ART!	2	9	16	23	30	7	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25
IDENTIFY CHAIN; CONTACT TDMG																										
- determine preliminary program parameters																										
- submit information sheet/ chain logo/ zip code disk to TDMG																										
CHAIN PRESENTATION WITH TDMG	→	→	→	→																						
- finalize locations, quantities, brands, coupon values, dates																										
- chain contacts their ad agency																										
CHAIN'S TOP PANEL ART TO COYNE-BEAHM AGENCY																										
COLOR COMPS TO KAM/CHAIN																										
KAM/CHAIN COMP APPROVAL TO TDMG																										
FIELD/CHAIN PROGRAM COMMUNICATION																										
- sample letter to KAM																										
MAIL OUT DATE; SAMPLES SENT TO CHAIN & KAM																										
\$ TRANSFERRED (when purchase order is completed)																										
RESULTS TO TDMG 4 WEEKS AFTER EXPIRATION DATE																										

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**C -STORE TRADE DIRECT MARKETING PROGRAM
POSTCARD #1 MAIL OUT: MARCH 25, 1996**

	NOVEMBER 1995				DECEMBER 1995				JANUARY 1996					FEBRUARY 1996				MARCH 1996				APRIL 1996				
	8	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	4	11	18	25	1	8	15	22	29
ALL DEADLINES IMPORTANT!																										
IDENTIFY CHAIN; CONTACT TDMG	→	→	→	→																						
- determine preliminary program parameters																										
- submit information sheet, chain logo, zip code disk to TDMG																										
CHAIN PRESENTATION WITH TDMG			→	→	→	→																				
- finalize locations, quantities, brands, pack/carton offers, dates																										
COLOR COMPS TO KAM/CHAIN																										
KAM/CHAIN COMP APPROVAL TO TDMG																										
FIELD/CHAIN PROGRAM COMMUNICATION																										
- sample letter to KAM																										
MAIL OUT DATE; SAMPLES SENT TO CHAIN & KAM																										
\$ TRANSFERRED (when purchase order is completed)																										
RESULTS TO TDMG 4 WEEKS AFTER EXPIRATION DATE																										

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